

Figure 1 THE METHODOLOGY

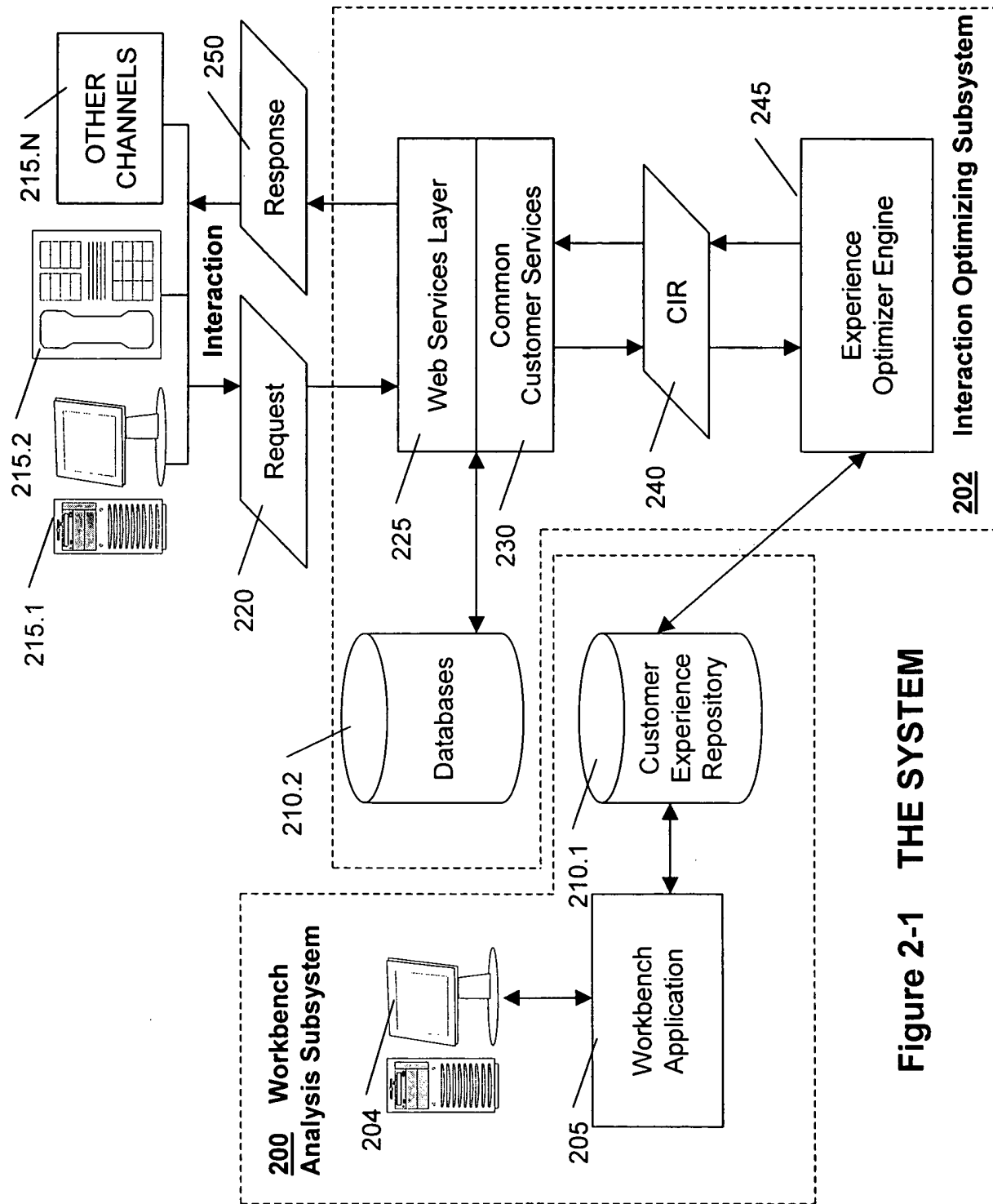


Figure 2-1 THE SYSTEM

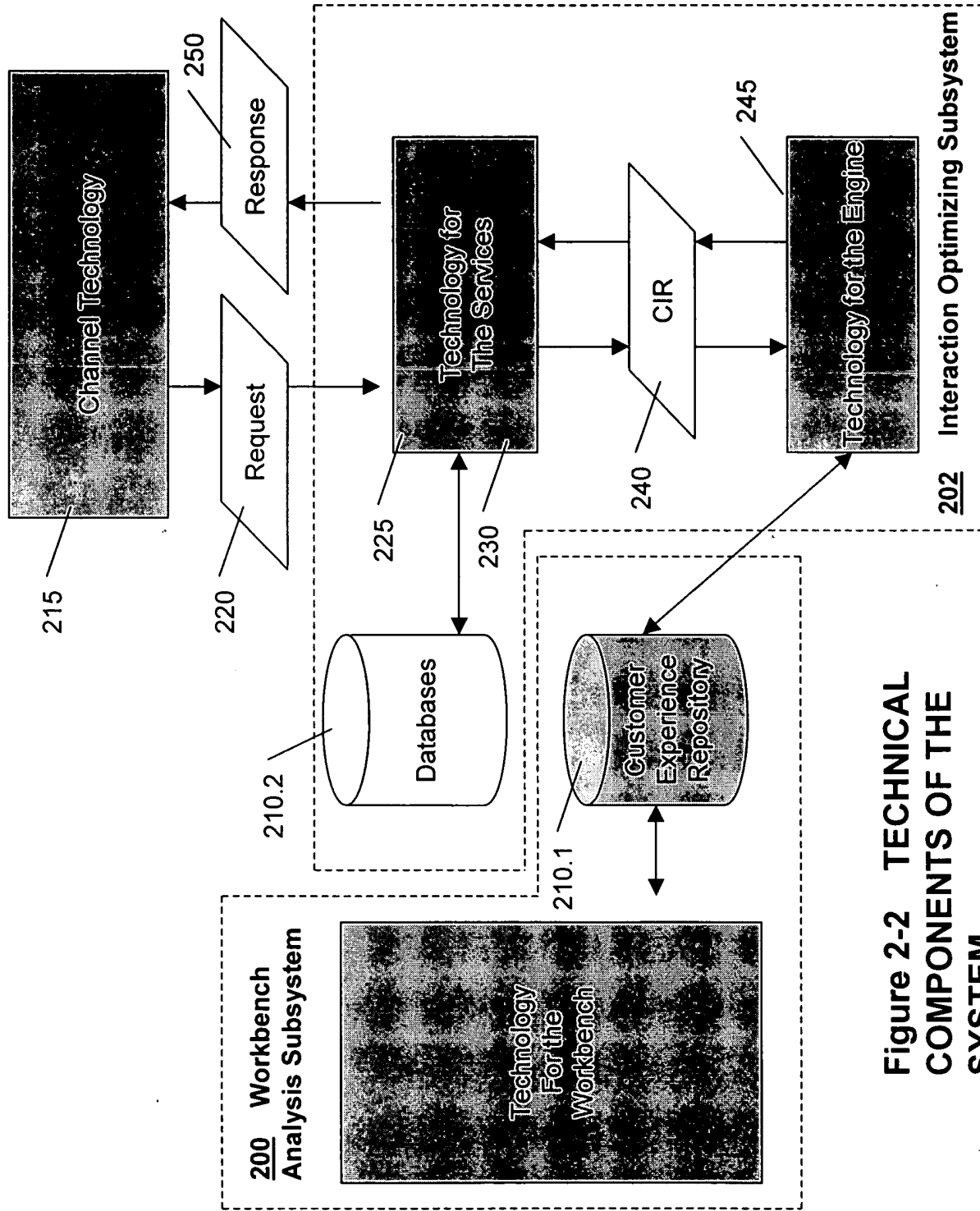


Figure 2-2 TECHNICAL COMPONENTS OF THE SYSTEM

240 Customer Interaction Record (“CIR”)

Event Data	Contact	246 Real Time Data	242 Batch Data												244 CEP				Treatment N
			Customer	Contact	Address	Household	Segment	Account	Overriding Data	Trigger Data	Other	Treatment A	Treatment B	...					

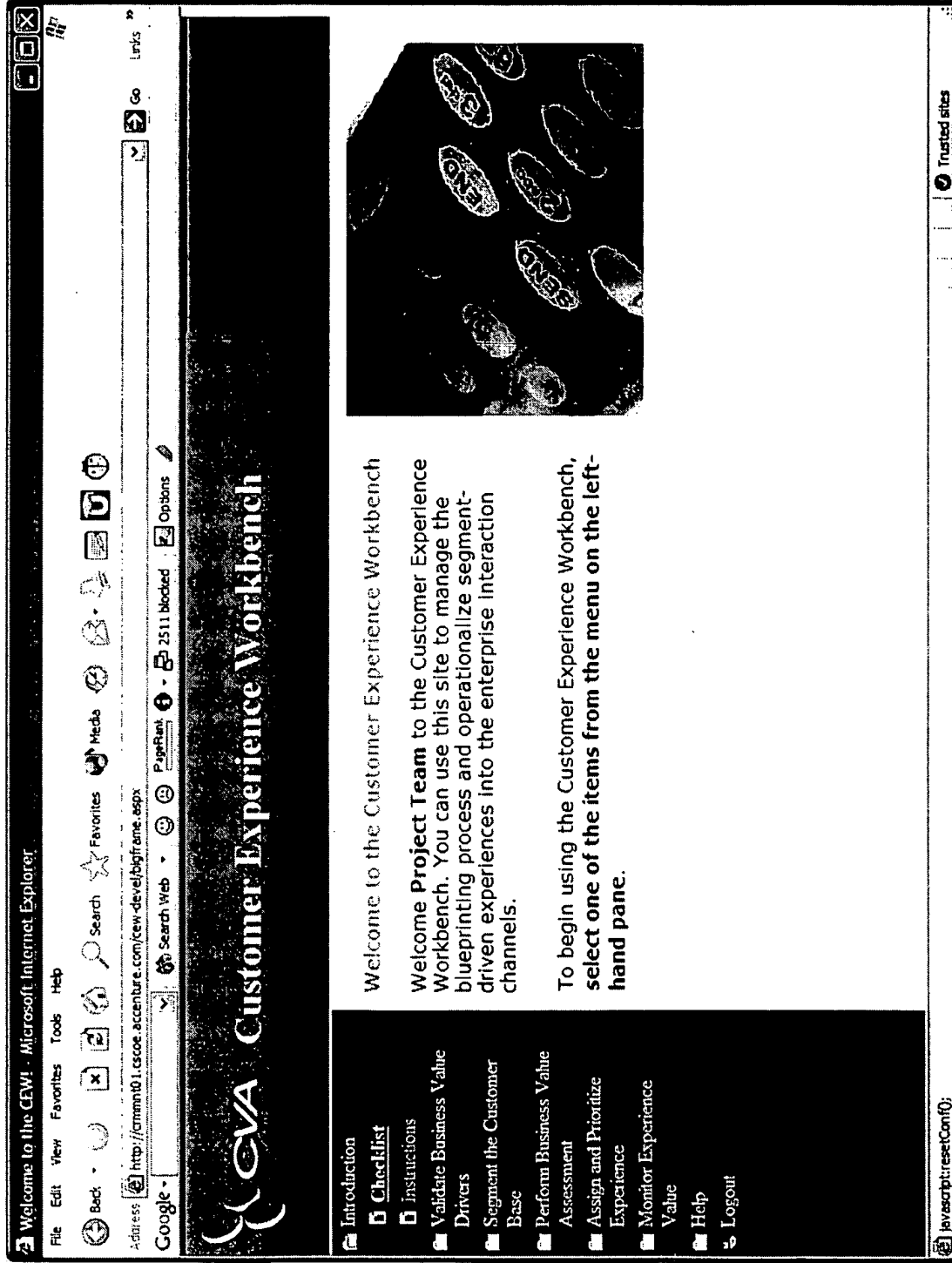


Figure 3-1

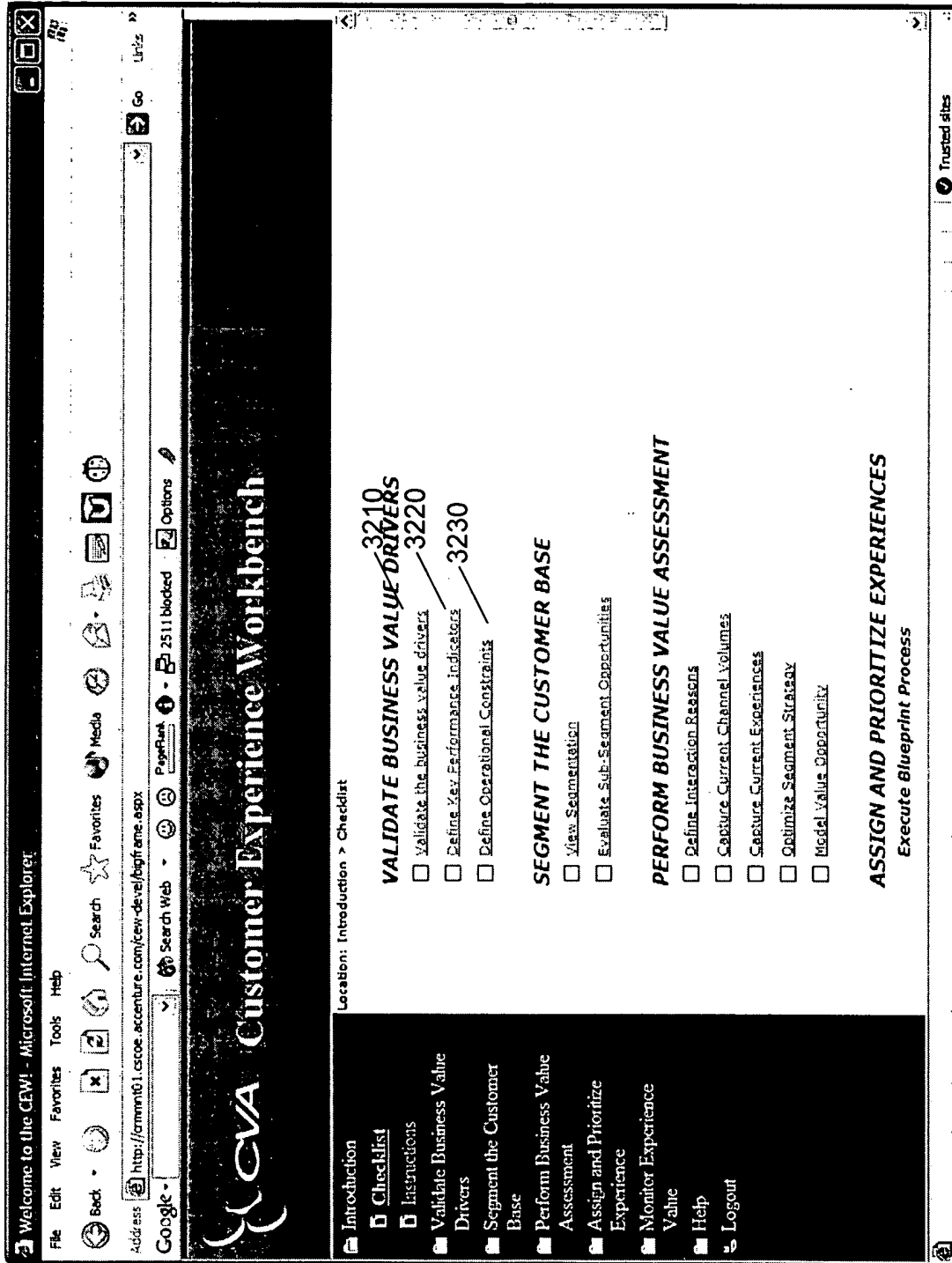


Figure 3-2

Welcome to the CEW! - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address: http://cmmn101.cscoc.accenture.com/cew-devel/figframe.aspx
Google Search Web
Options

Location: Segment the Customer Base > View Segmentation

Introduction
Validate Business Value
Drivers
Segment the Customer Base
View Segmentation
Evaluate Sub-Segment Opportunities
Perform Business Value Assessment
Assign and Prioritize Experience
Monitor Experience Value
Help
Logout

Segment Name
View All Profiles

At-Risk Core
View Detailed Profile

Budget Managers
View Detailed Profile

Loyal Core
View Detailed Profile

3310

3320

Description

- 50% of customers represents 1/3 of revenues, 1/3 of all utilization; 60% of all service costs
- Susceptible to competitors and bargains
- Low-to-medium utilization, usually below allowance
- Low DSL ownership

- 2% of population represents 2% of revenues, 5% of usage
- Avg. utilization
- Highest cost-to-serve; higher than average billing inquiries
- Avg. number of billing adjustments

- 32% of population, 2nd in longevity
- Have and average of 1-2 products
- Below average cost-to-serve
- 2 sub-segments: Web users & non-web users (see "Web Savvy")

Done
Trusted sites

Figure 3-3

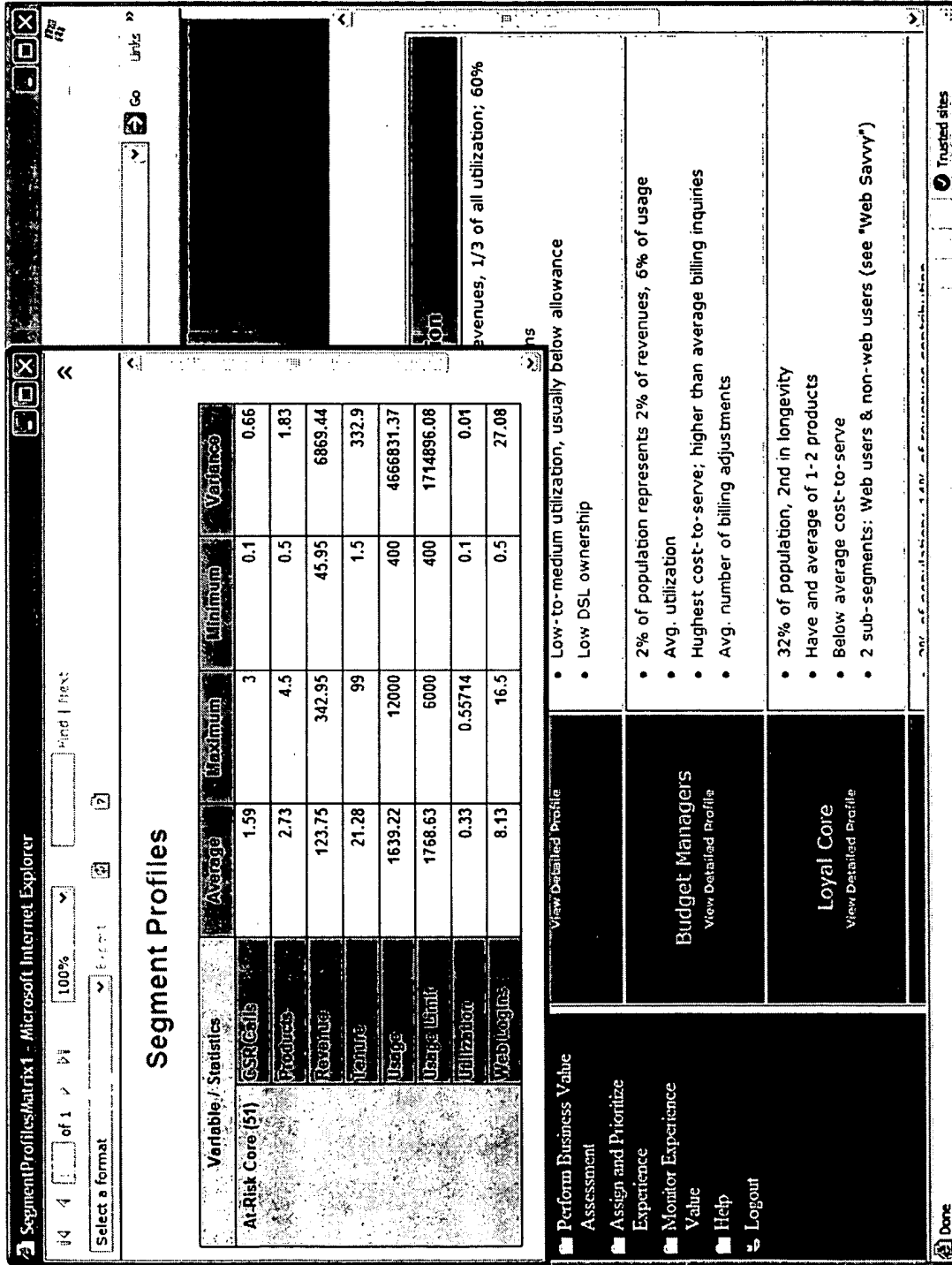


Figure 3-4

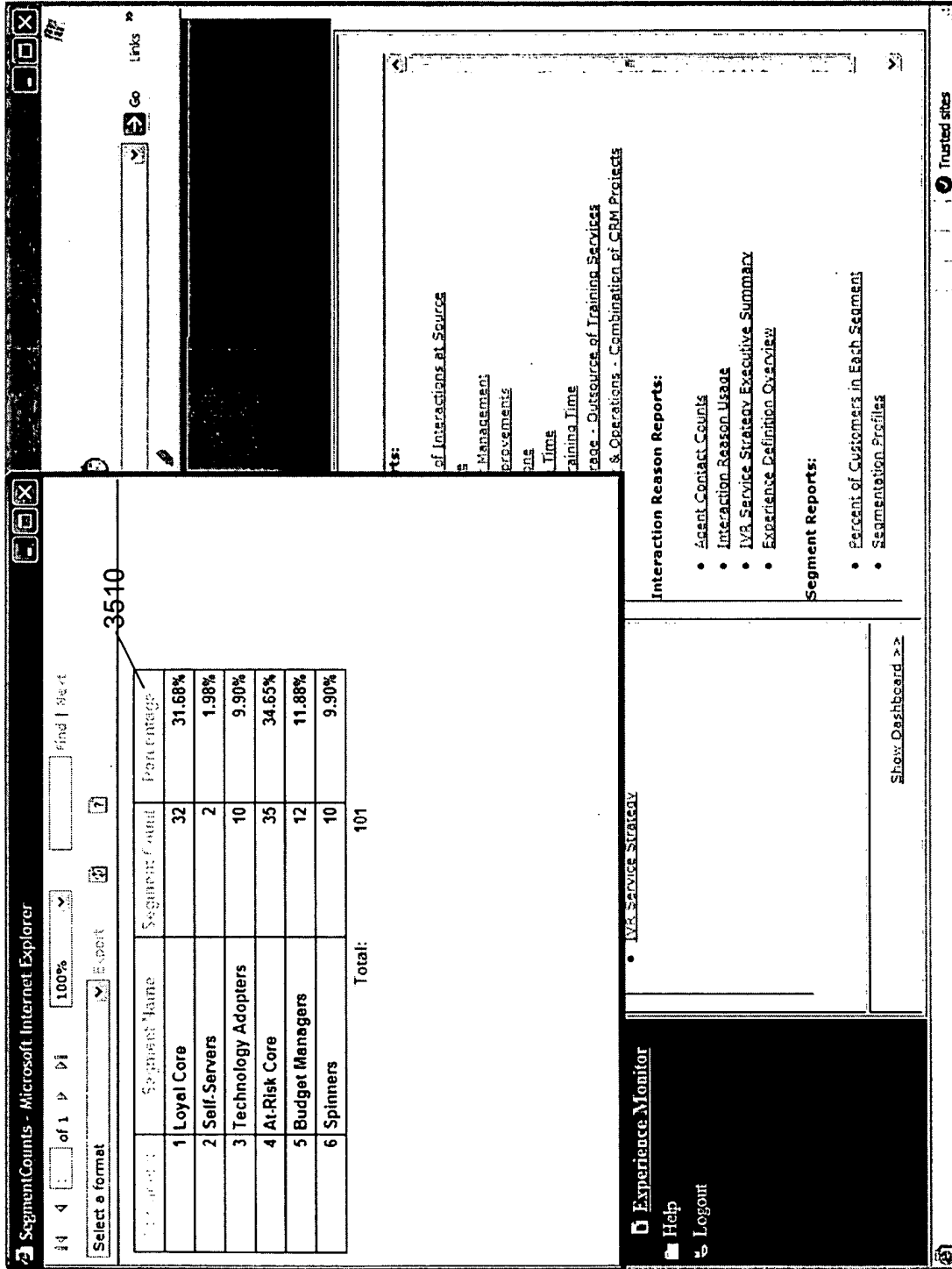


Figure 3-5

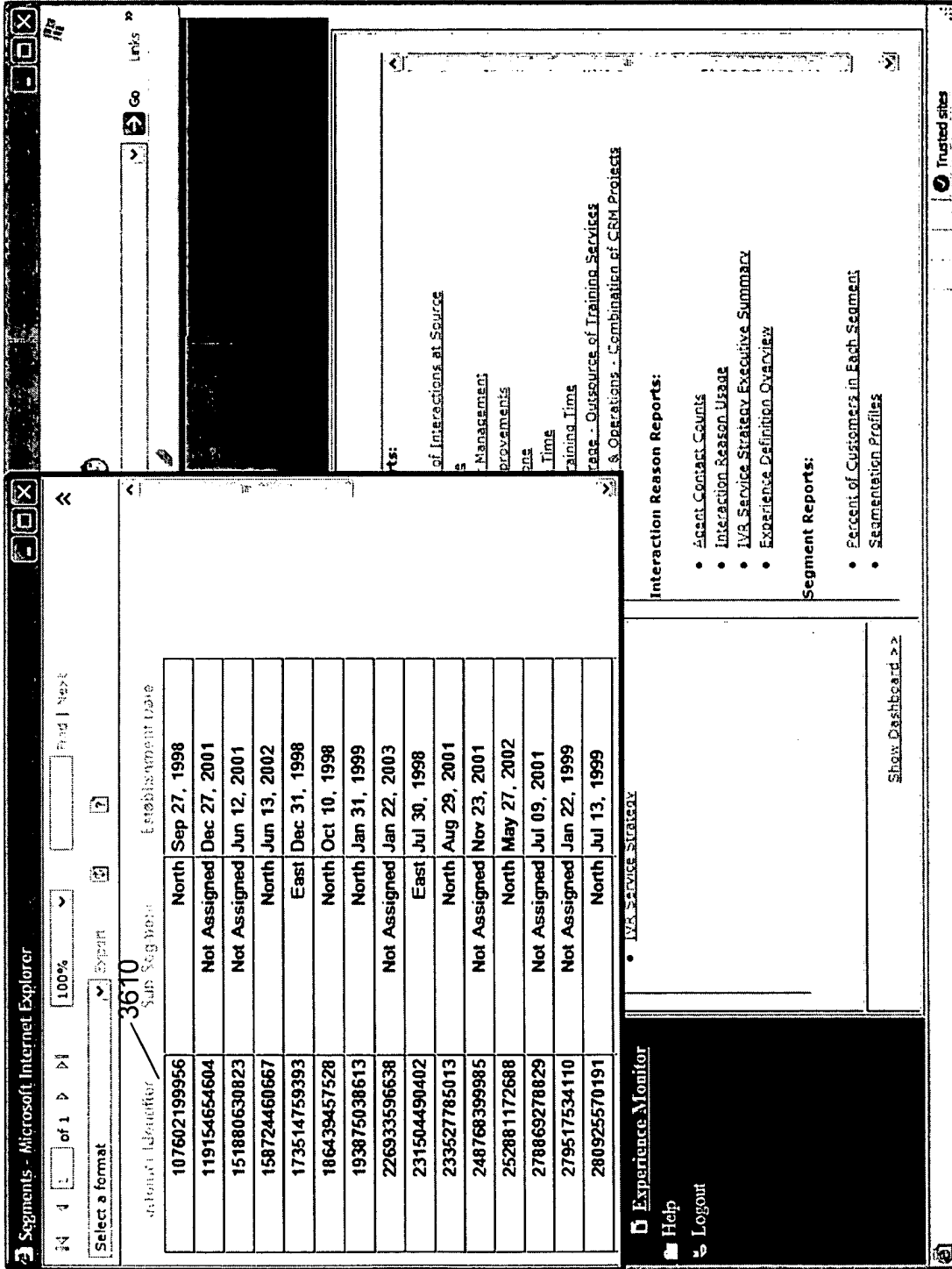


Figure 3-6

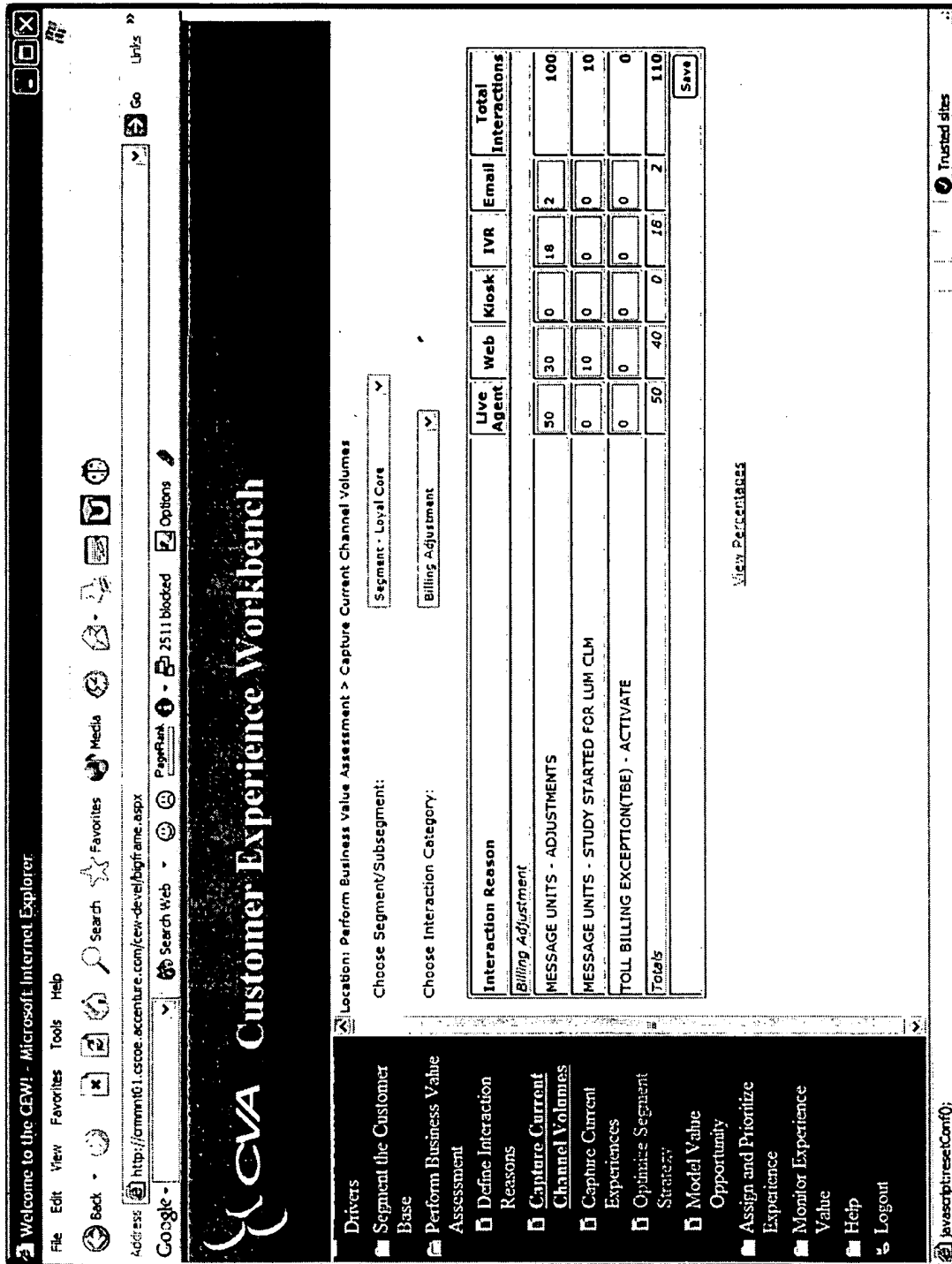


Figure 3-9

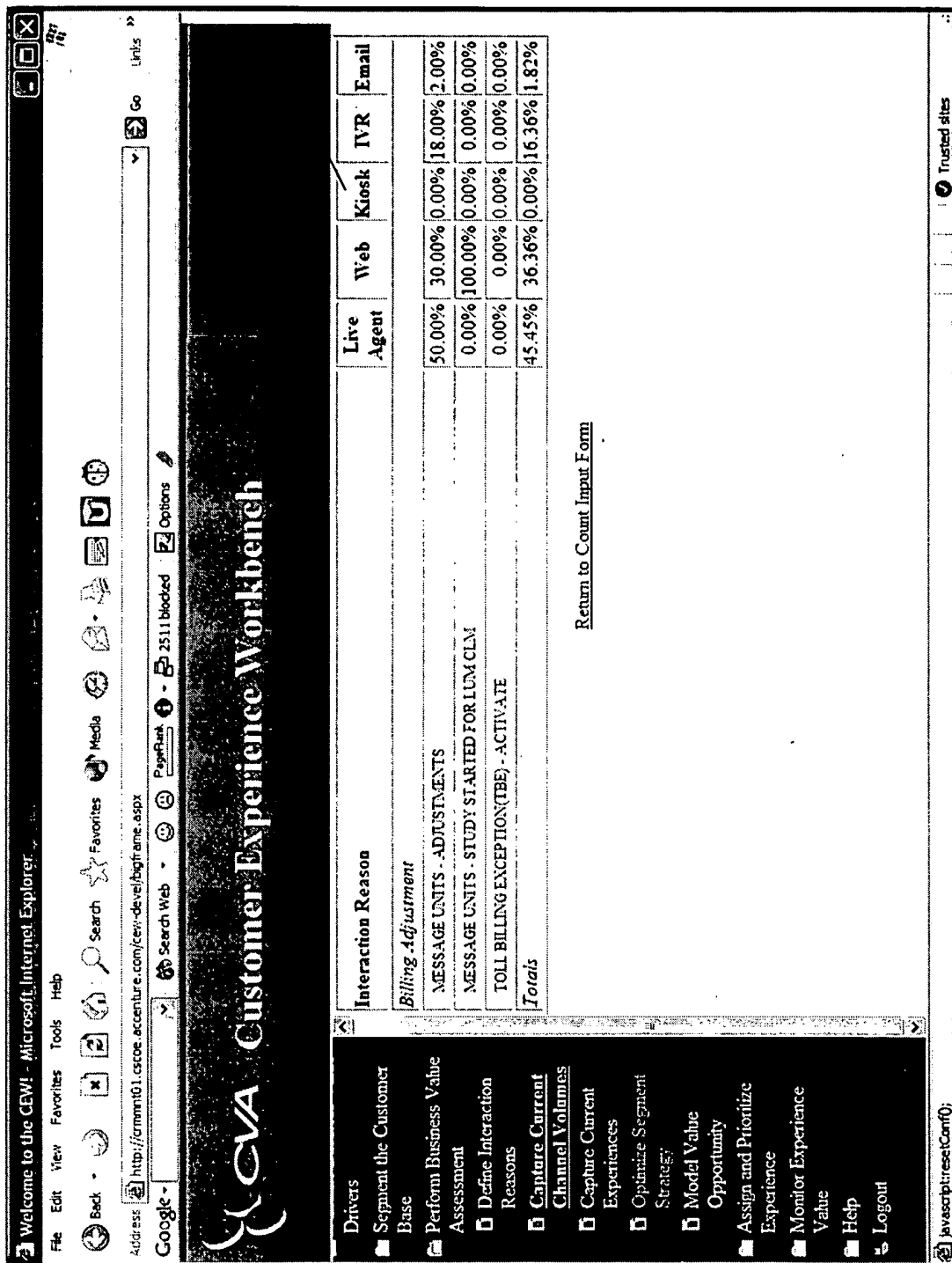


Figure 3-10

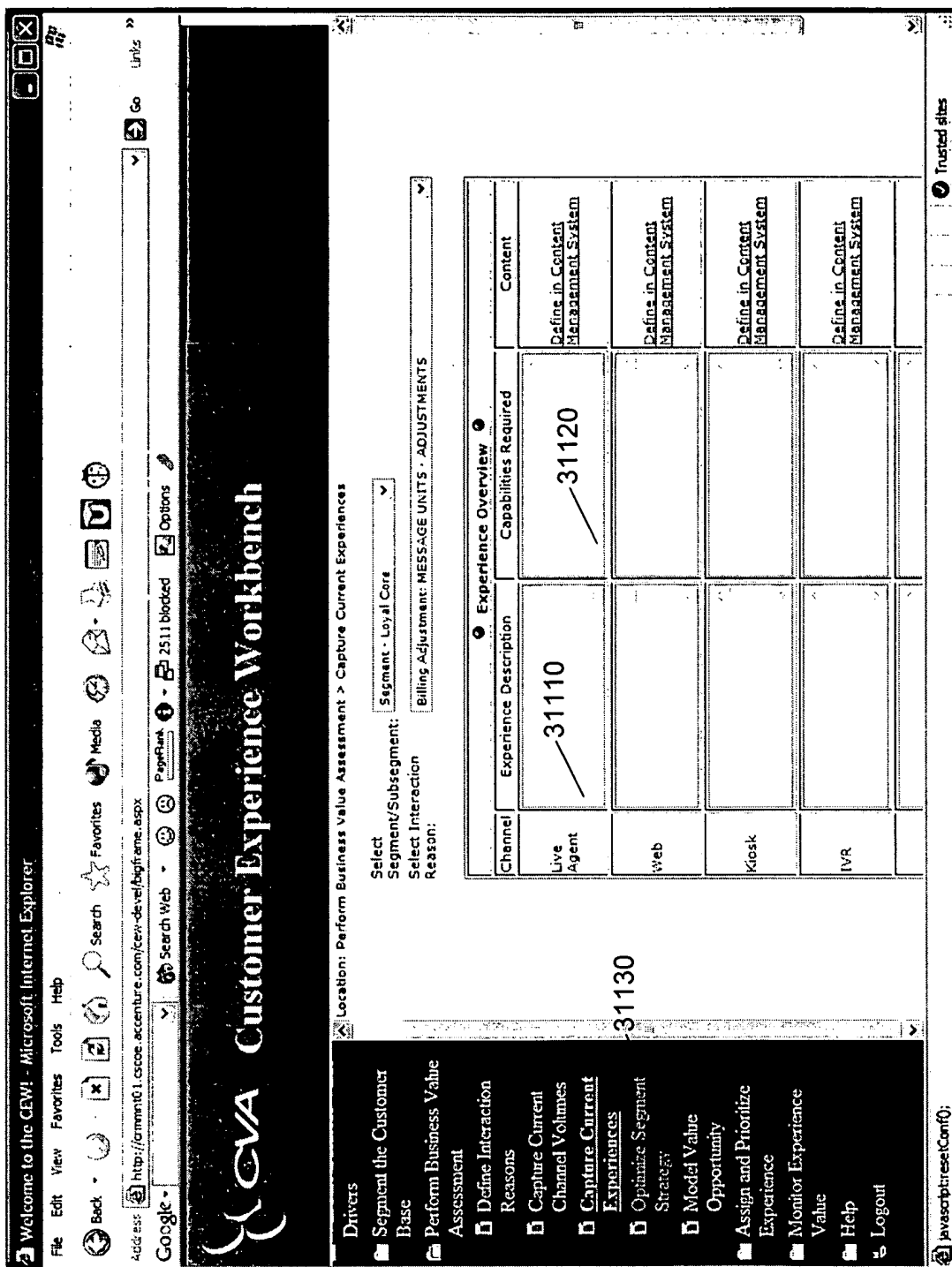


Figure 3-11

Welcome to the CEWI - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media

Address: http://admin01.csoc.accenture.com/cew-devel/bigframe.aspx

Google Search Web 2511 blocked Options

CWA Customer Experience Workbench

Location: Perform Business Value Assessment > Model Value Opportunity

EVC Input Metrics:

Session Name: Big Bang

Input Metrics - Cost	Value	Benchmarks
Management & Workforce		
Average Fully Loaded Wage of FT Agent per Hour	20.71	1
Average Fully Loaded Salary of FT Management	55000	1
Agents to Supervisors Ratio	10	1
Supervisors to Management Ratio	2	1
Time Spent in Initial Training, weeks	3	1
Time to Proficiency, Weeks	8	1
Percent Trainees who Complete Initial Training	94	1
Cost of Initial Training	7000	1

Save Cancel

Drivers

- Segment the Customer Base
- Perform Business Value Assessment
- Define Interaction Reasons
- Capture Current Channel Volumes
- Capture Current Experiences
- Optimize Segment Strategy
- Model Value Opportunity
- Assign and Prioritize Experience
- Monitor Experience Value
- Help
- Logout

Done

Figure 3-13

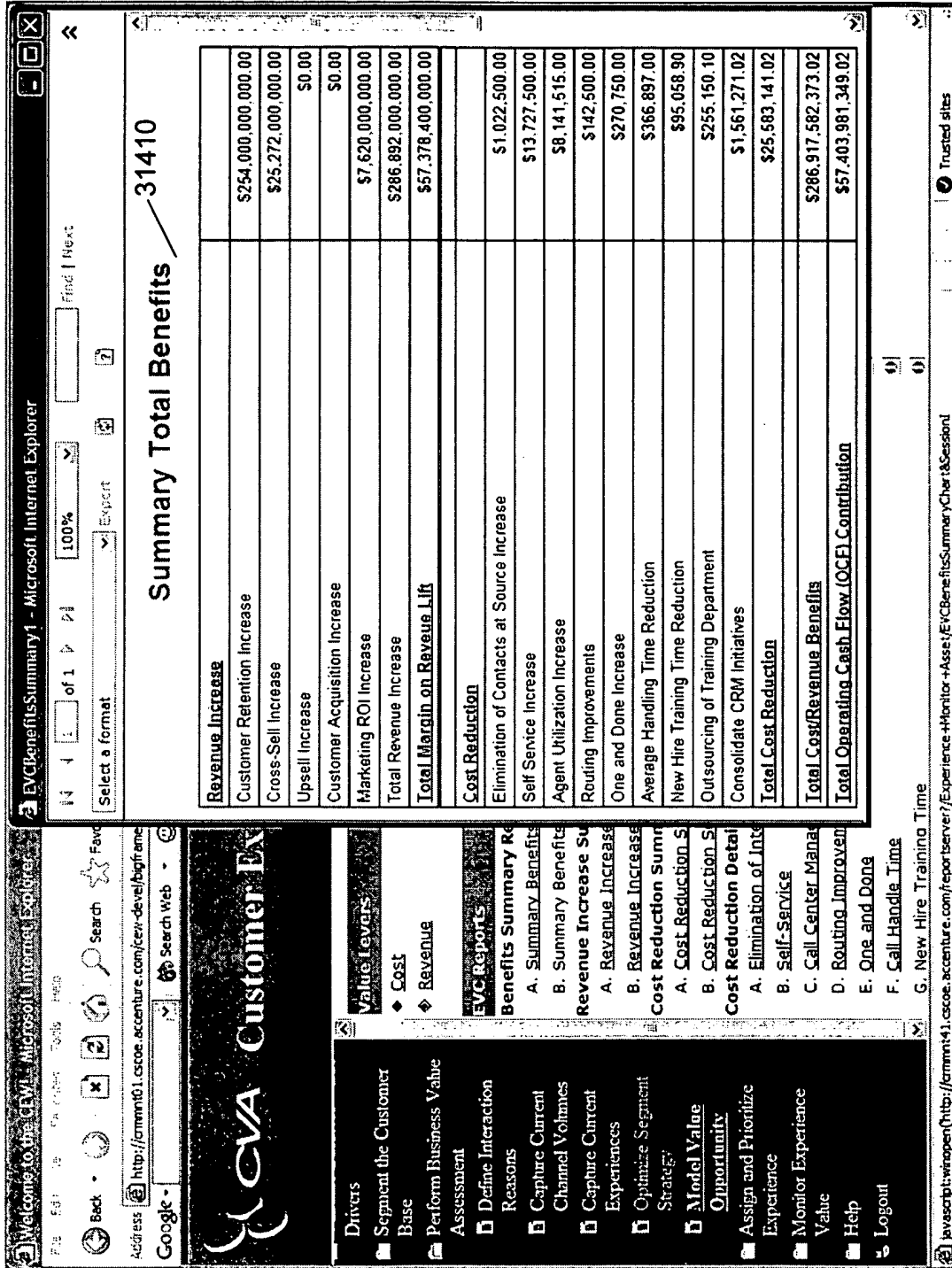


Figure 3-14

Welcome to the CEWI! - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media Print

Address http://trmn011.cscoc.accenture.com/cew/bigframe.aspx

CWA Customer Experience Workbench

Execute Blueprint Process

Manage Interaction ReasonsRankSelect to UseDefine FutureChannel MixManageTreatmentsAssign FutureExperiences and TreatmentsPerform Gap AnalysisPlan ExperienceImplementationBuild Rules in Experience Optimizer EngineMonitor Experience ValueHelpLogout

Location: Assign and Prioritize Experience > Execute Blueprint Process > Manage Interaction Reasons > Select to Use

31520

Ranked Interaction Reasons:

1 - BILL - GENERAL INQUIRY (Billing Inquiry)

2 - BILL - QUESTION RECEIPT OF PAYMENT (Billing Inquiry)

3 - DEPOSIT - CUSTOMER QUES. RECEIPT OF FOR NC (Billi

Billing Charges:

ASSUME OUTSTANDING CHARGES

BILLING NAME - ADD 2ND NAME

BILLING NAME - DELETE 2ND NAME

BILLING NAME/ADDRESS - CHANGE

BILLING NAME/ADDRESS - CORRECT

DEPOSIT - CUSTOMER REQUESTS RETURN OF

MESSAGE UNIT SVC/CHARGE - ADJUSTMENT

TOLLS - ADJUST

TROUBLE REPORT - ADJUSTMENT ISSUES

TOLL BILLING EXCEPTION(TBE) - DISCONTINUE

Billing Inquiry:

BILL - CHECK BALANCE

BILL - CUSTOMER REQUESTS DUPLICATE(S)

BILL - OC&C INQUIRY

CUSTOMER REQUEST CREDIT LETTER

MESSAGE UNIT SVC/CHARGE - INQUIRY

QUESTION CLOSEST PMT CENTER

QUESTION DEPOSIT AMOUNT

QUESTION FCC CHARGE

QUESTION PREMIUM RATES

TOLLS - QUERY/DAX

Billing Payment:

View Description

Use

Actions:

Delete selected usage

31530

Selected For Use:

☐ Billing Adjustment: MESSAGE UNITS - ADJUSTMENTS

☐ Billing Adjustment: MESSAGE UNITS - STUDY STARTED FOR LUM CLM

☐ Billing Adjustment: TOLL BILLING EXCEPTION(TBE) - ACTIVATE

Figure 3-15

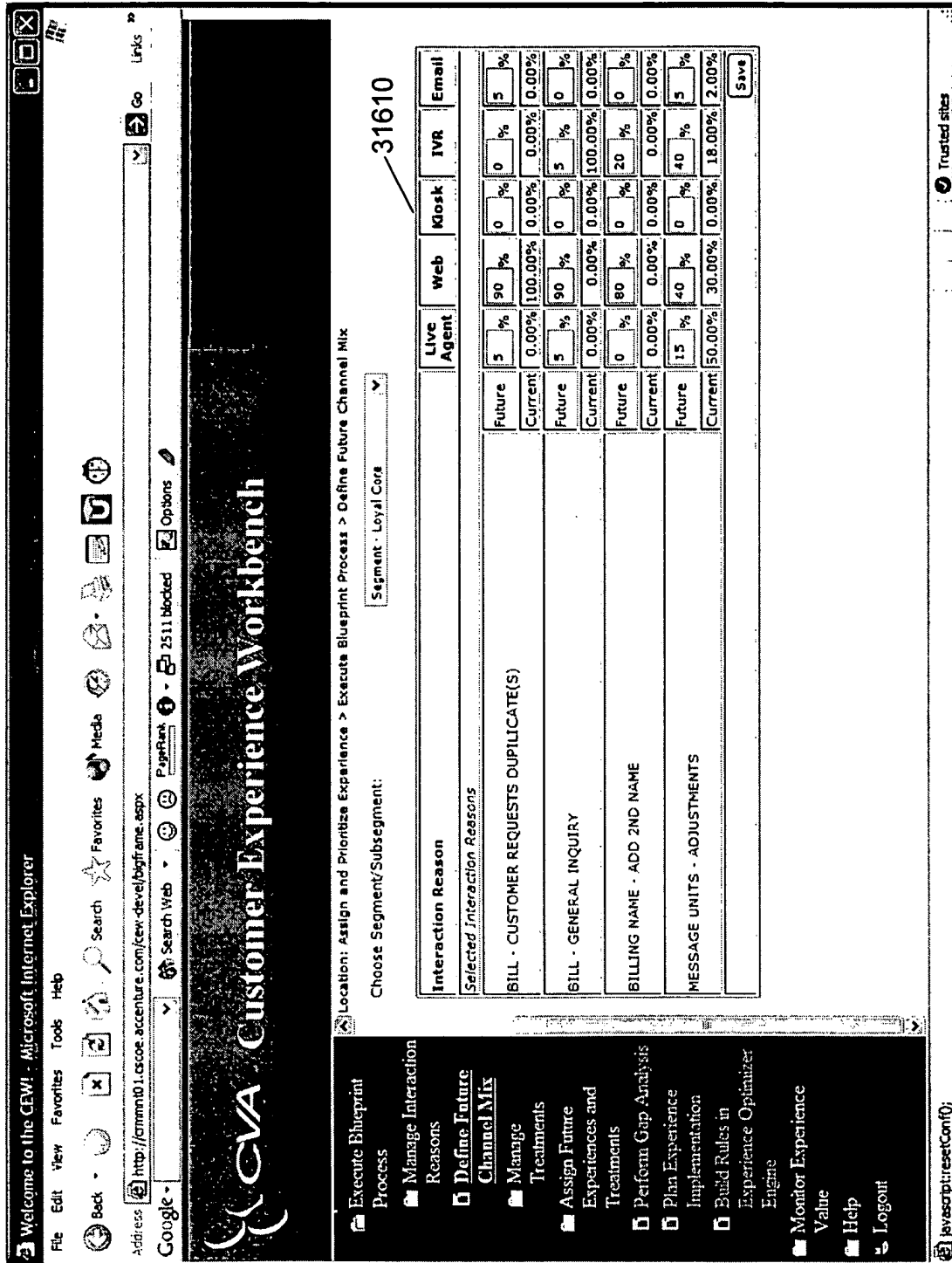
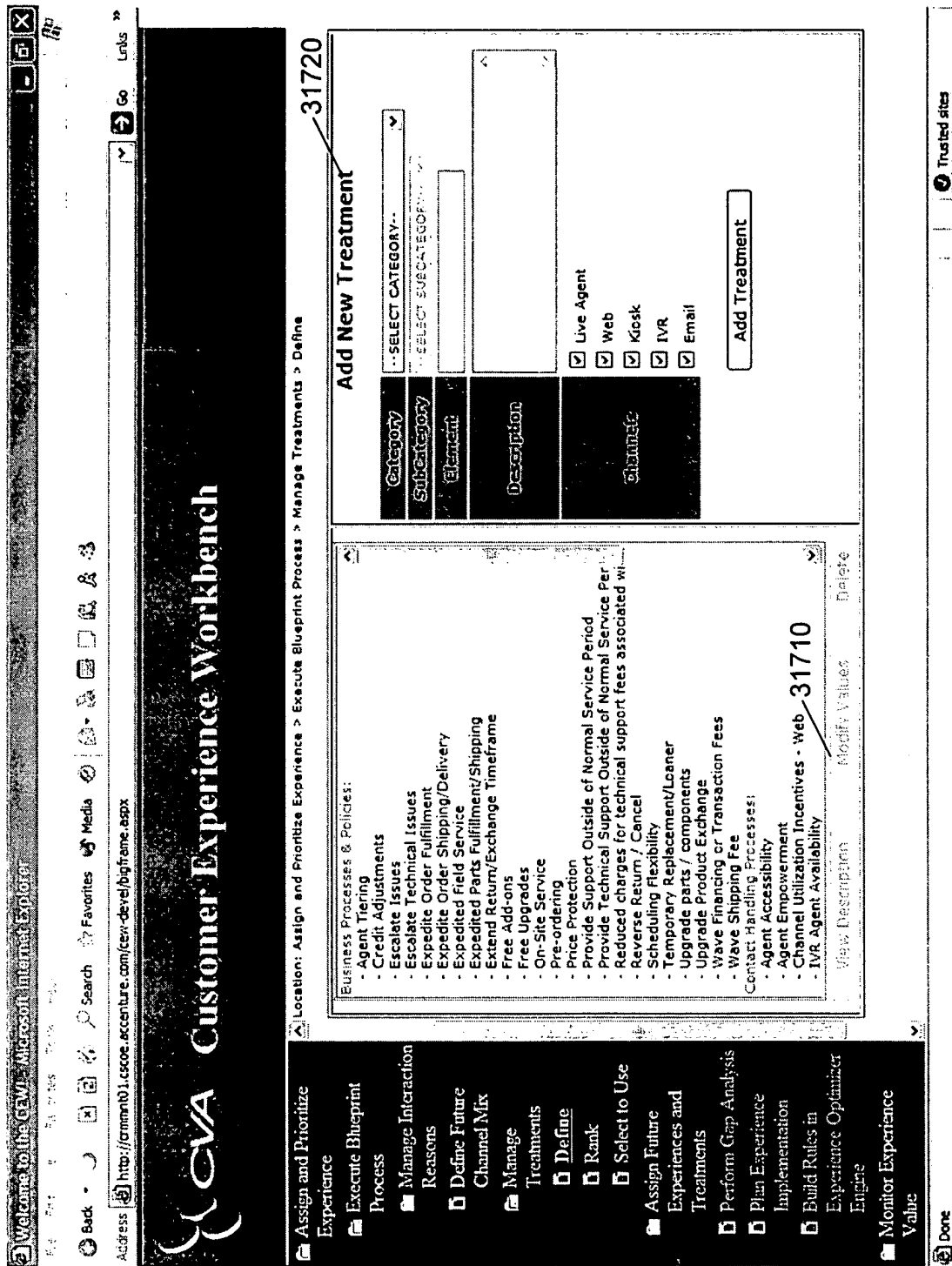


Figure 3-16



Available Values:		Usable Values:	
IPERNO		MAX25	
SPERMCO			
A			
MAX50			
MAX75			
MAXD10			
MAXD5			
O			
S			
UNLIM			

Code: MAX25 (In Use)
Displayed As: Maximum 25%

Description:
The maximum amount credited to customer is 25% of disputed charge (i.e. bill, transaction fee, shipping)

Define New Treatment

Select CATEGORY-->

Select SUBCATEGORY-->

☒ Live Agent ☒ Web ☒ IVR ☒ Email

View Description

- Provide Support Outside of Normal Service Period
- Reverse Return / Cancel
- Upgrade Product Exchange
- Wave Shipping Fee
- Technical Support:
 - Agent Tiering
 - Escalate Technical Issues
 - Expedited Field Service
 - Expedited Parts Fulfillment/Shipping
- On-Site Service
- Provide Technical Support Outside of Normal Service Per
- Reduced charges for technical support fees associated w
- Scheduling Flexibility
- Temporary Replacement/Loaner
- Upgrade parts / components

Contact Handling Processes:
> "No SubCategory"

Modify Values

Delete

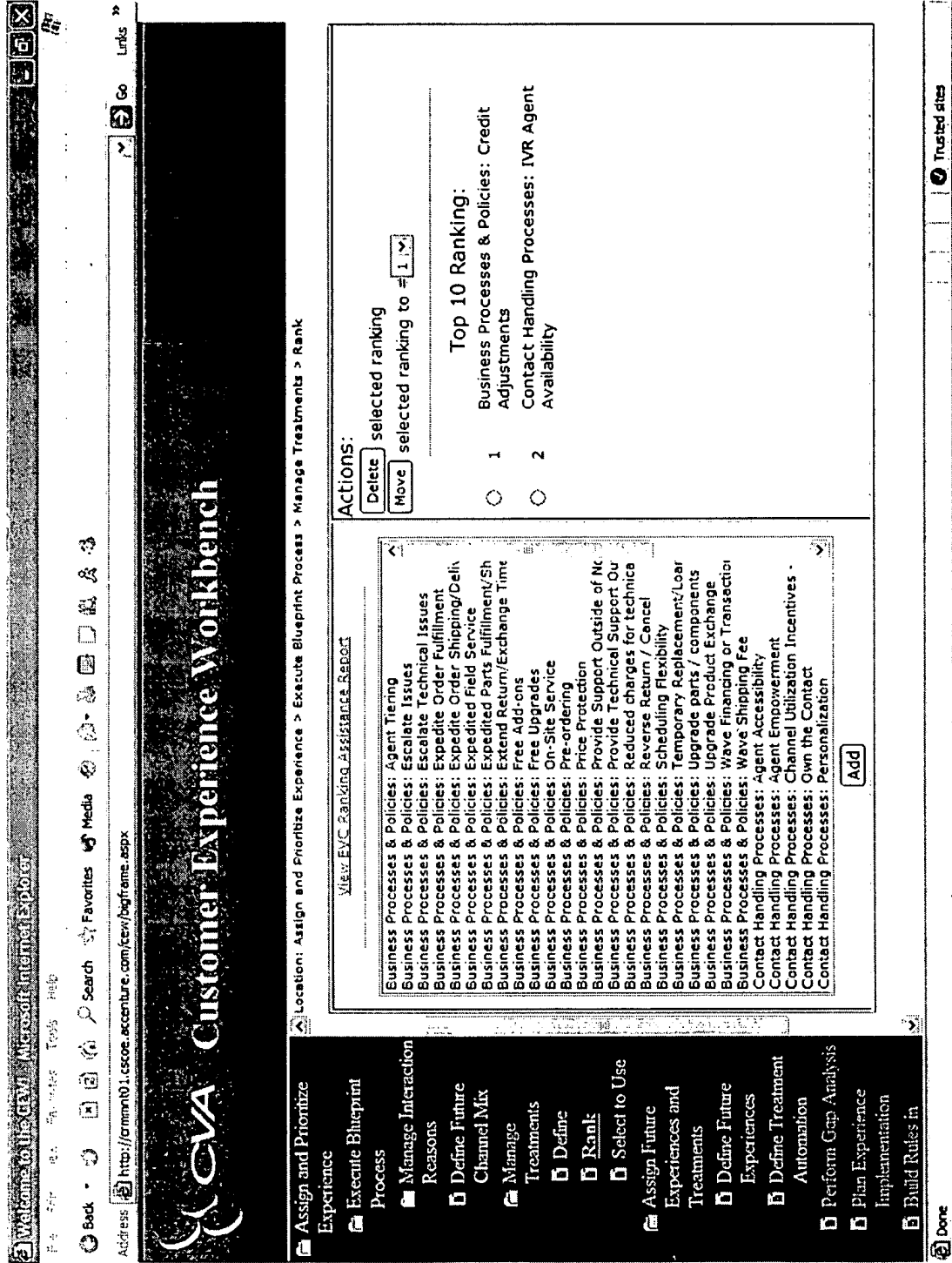


Figure 3-19

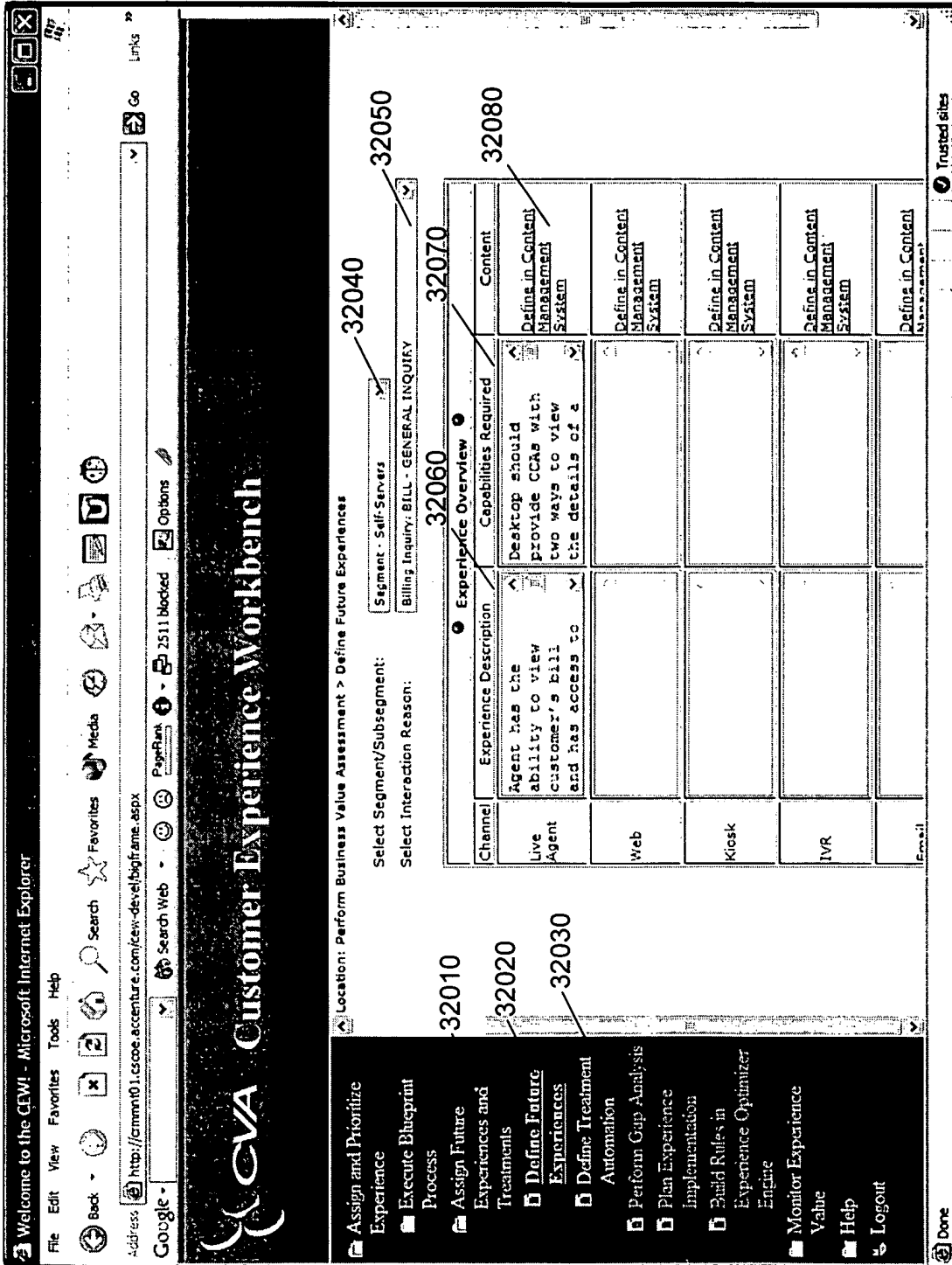


Figure 3-20

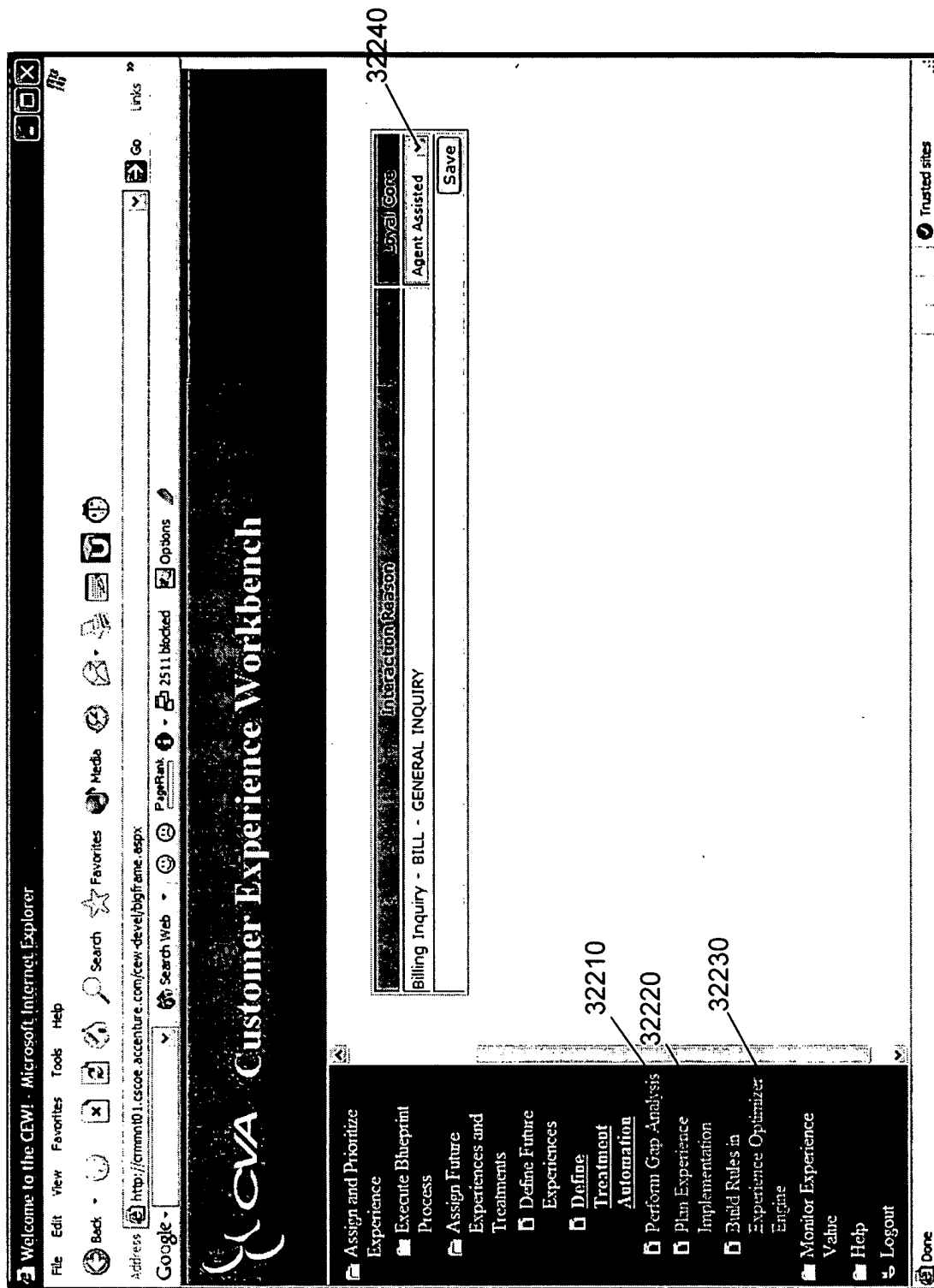


Figure 3-22

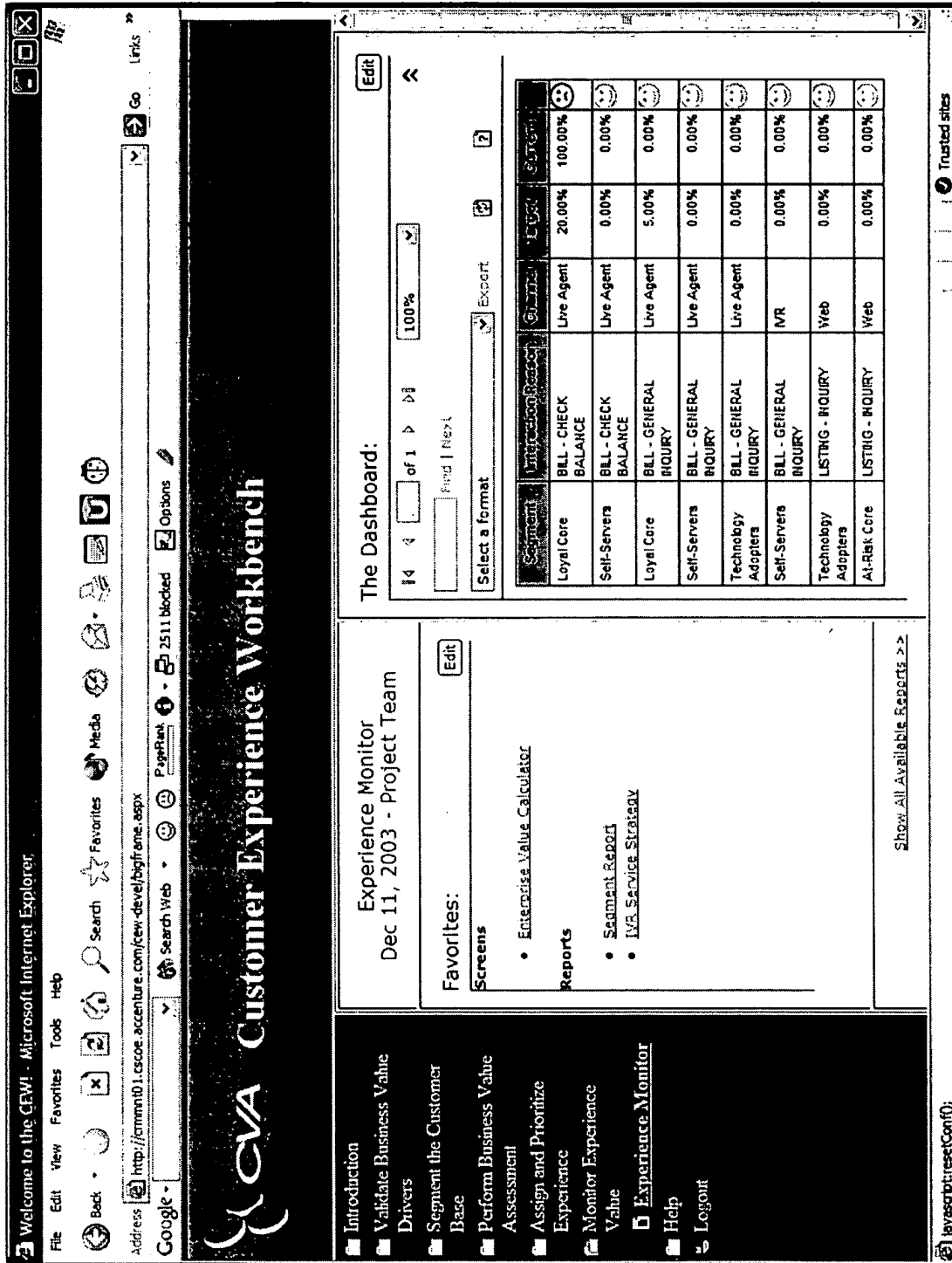


Figure 3-23

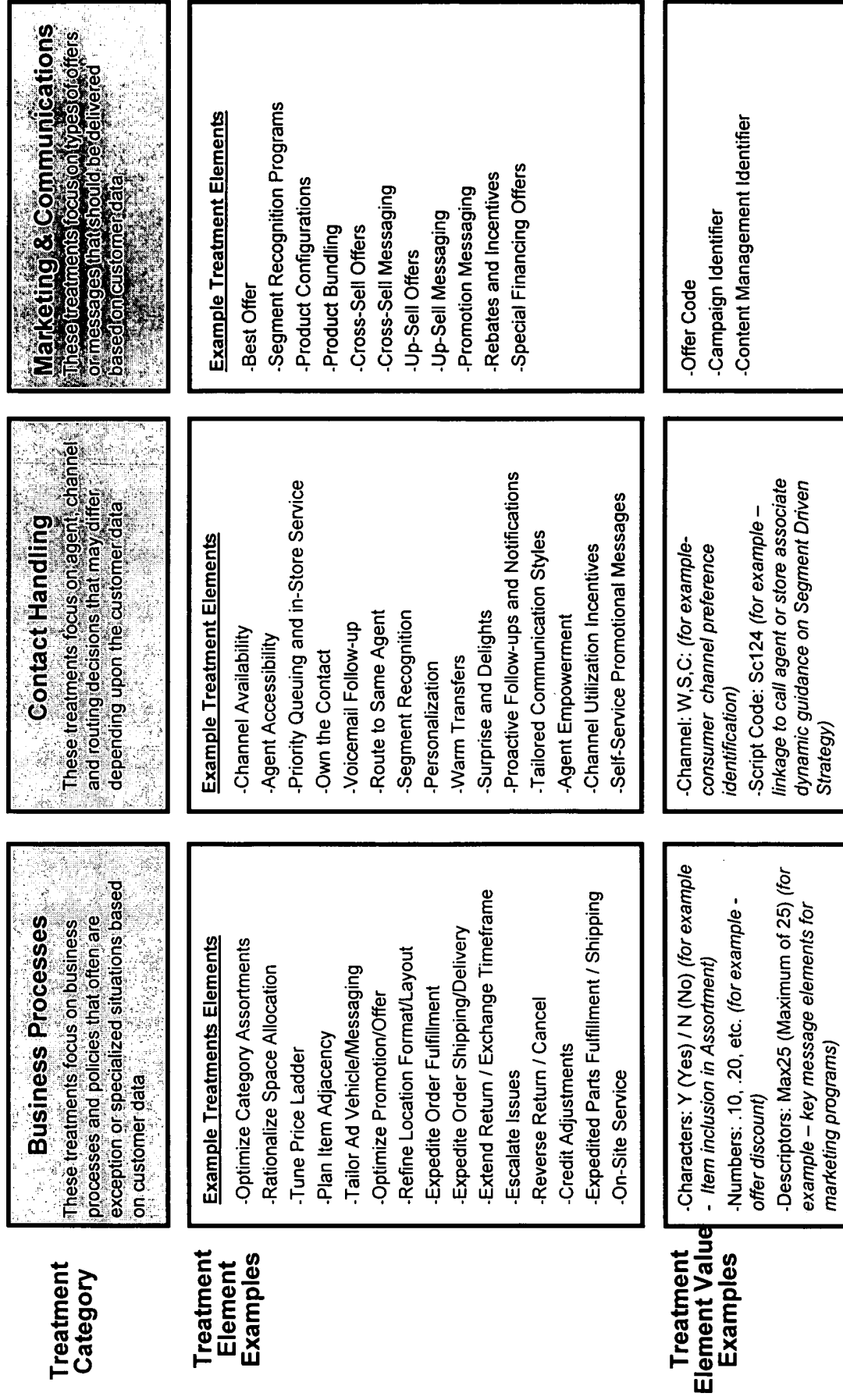


Figure 4 Example Treatment Taxonomy

Example Treatment Rule: "If a customer in the Loyal Core segment has an attrition score higher than 90, then deliver Gratitude Message and offer Platinum Service Plan at no charge

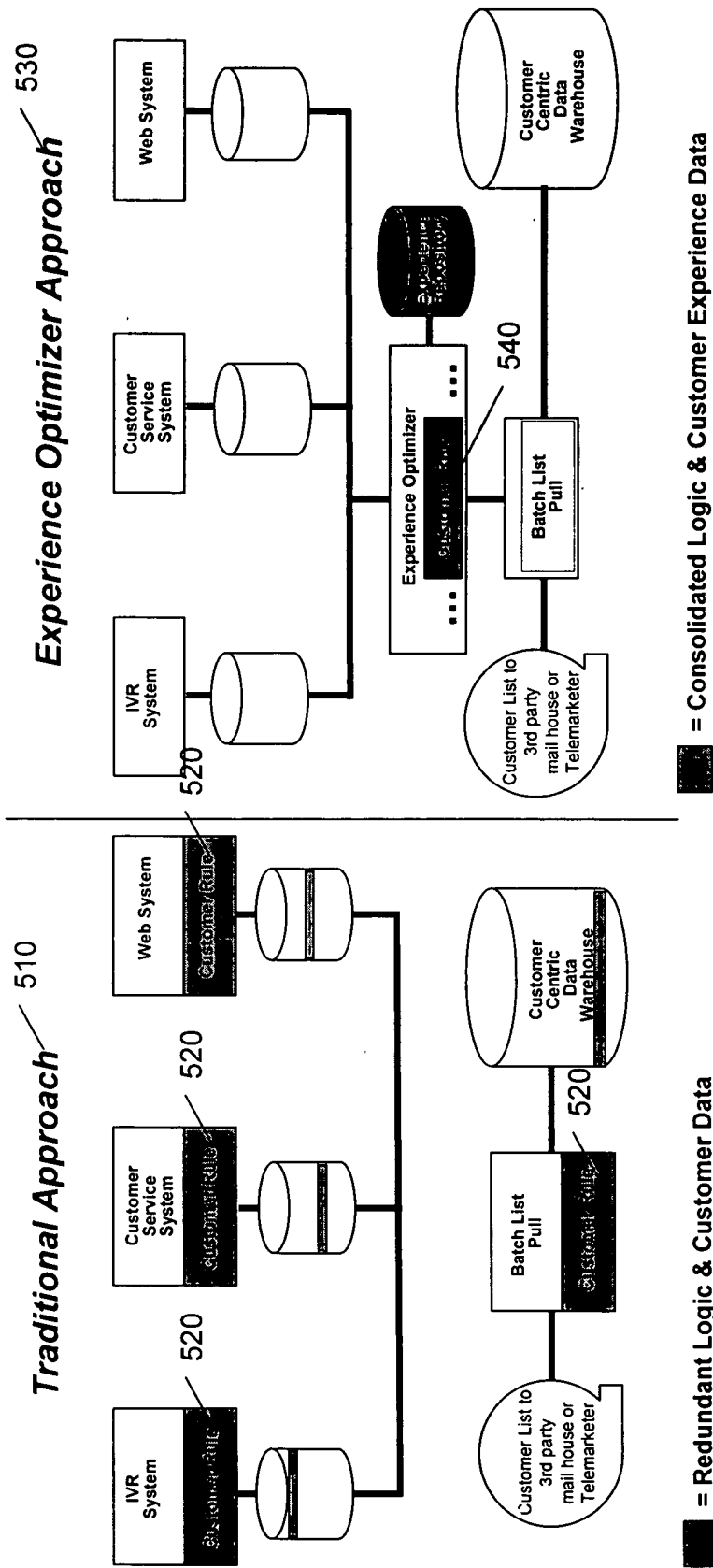


Figure 5 EO Consolidated Architecture Approach

1. Overriding Rules — 610

Rules governed by various federal laws, company policies or by credit/ risk related attributes of customers. These rules are basically applied to the whole population and global in nature. Each customer has to conform to these rules before other rules kicked off and processing starts.

Examples

1. All pander files (Do not call, No telemarketing, No communication from company etc. internal or external)
2. Credit Rating (bad credit history)
3. Bankruptcy (customer has filed for bankruptcy cover)
4. Fraud/ Delinquent Customers

2. Trigger Rules — 620

Rules triggered based on a change/ event in lifecycle of the customer. These events are not behavioral events and generally occur over a period of time. These events provide a good opportunities to convert into a product and service sale.

Examples

1. Change in address
2. Marriage
3. Customer Opening his/ her own business
4. Home Loan

3. Event Based Rules — 630

Rules kicked off after a service provider related event take place. These events are behavioral events and generally occur periodically during the relationship between a customer and an organization.

Examples:

1. Customer is looking for some additional products
2. Customer looks for add-on components with the existing services/ product he is enjoying
3. Customer just purchased a new service/product
4. Customer shows some kind of unhappiness with the current product/ service

4. Interaction Rules (CEW Rules) — 640

Rules executed through the absence of previous processing categories. These may be behavioral cues and can be observed during the customer's relationship with the organization. These cues are usually mature in nature and can be determined through analytics, intelligence, or predetermined company rules

Examples:

1. Behavioral change in usage pattern
2. Natural upward product/ service migration
3. People of same profile migrating to new or add-on
4. CEW stated treatment data

Figure 6 Rules Processing and Categorization

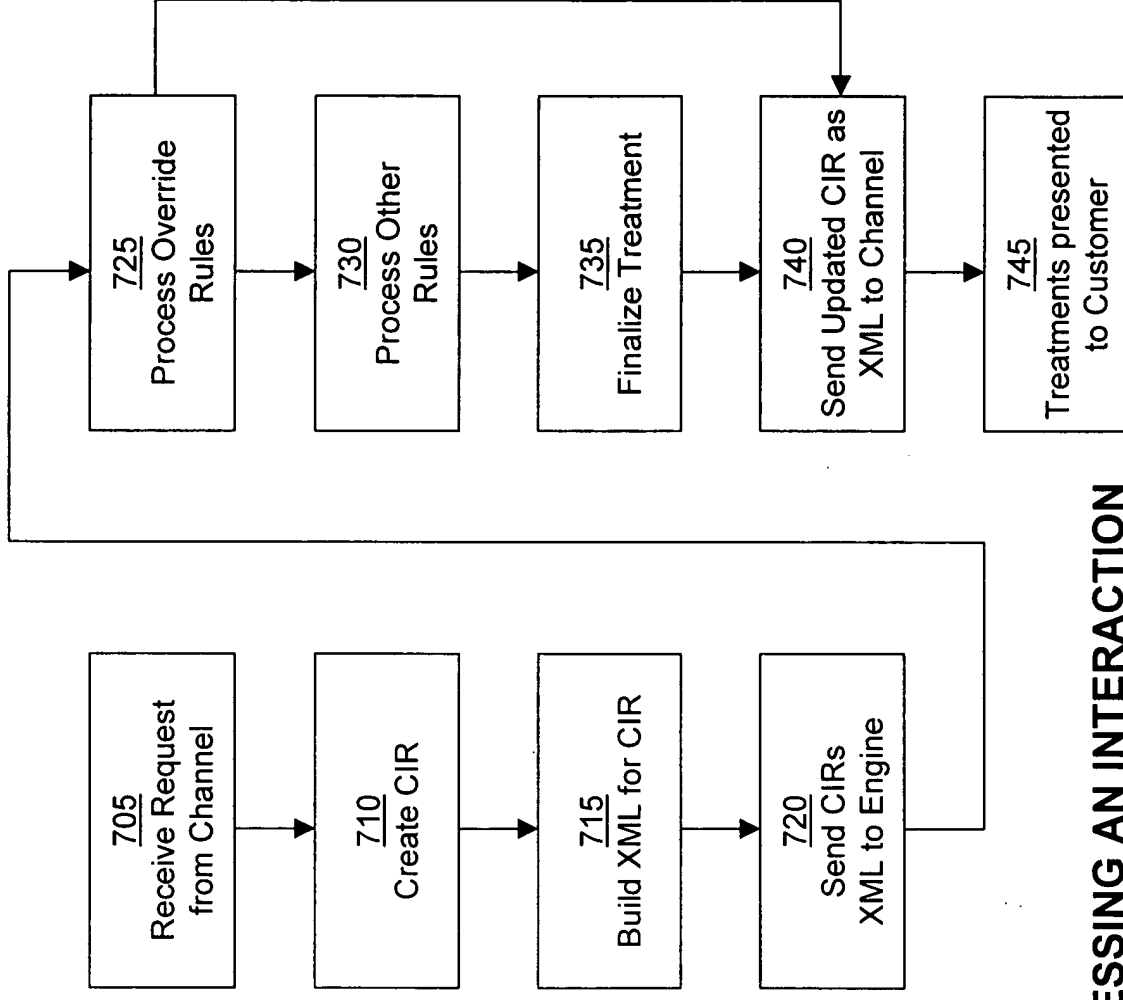


Figure 7 PROCESSING AN INTERACTION

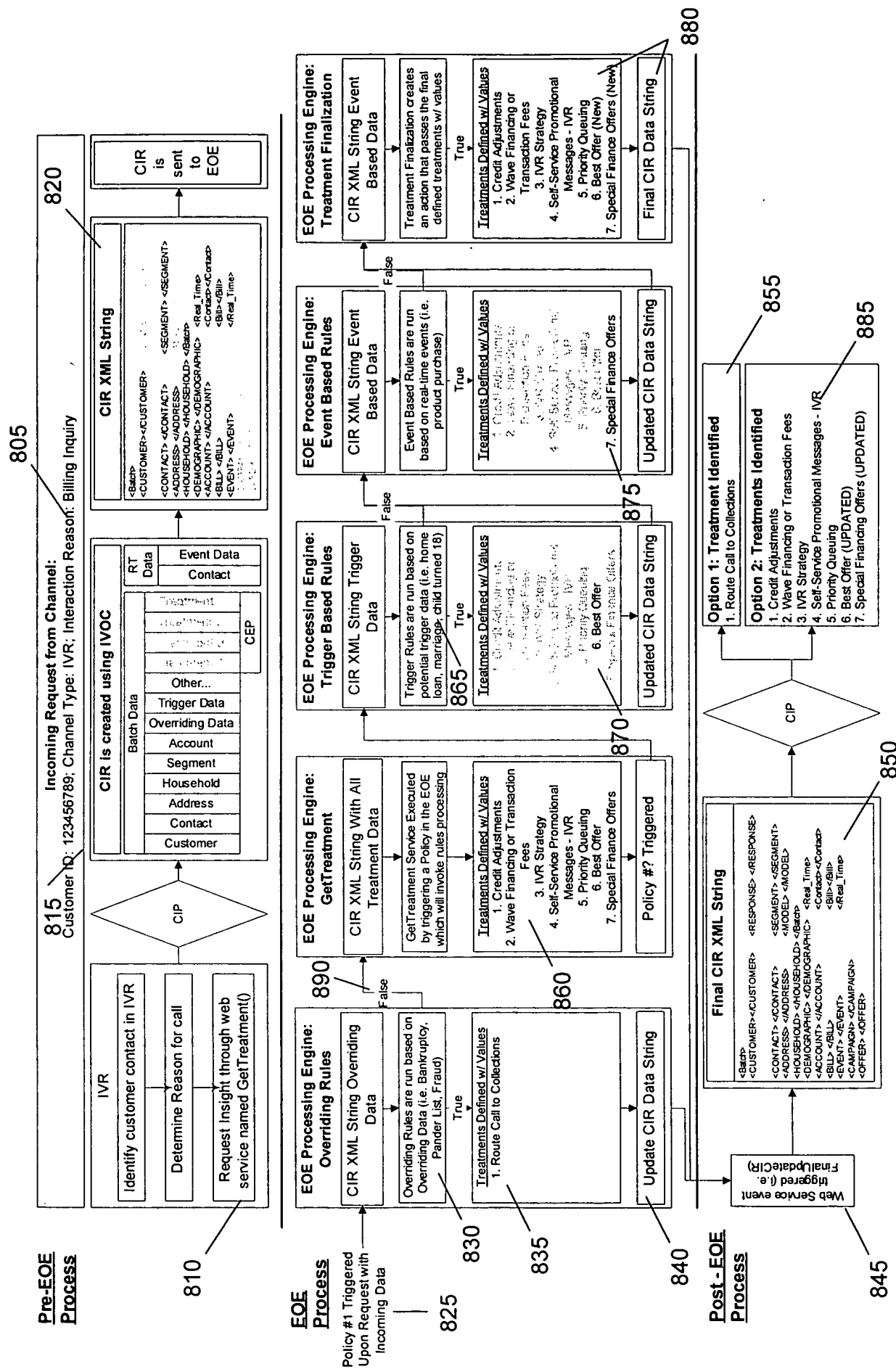


Figure 8 Engine Execution Process

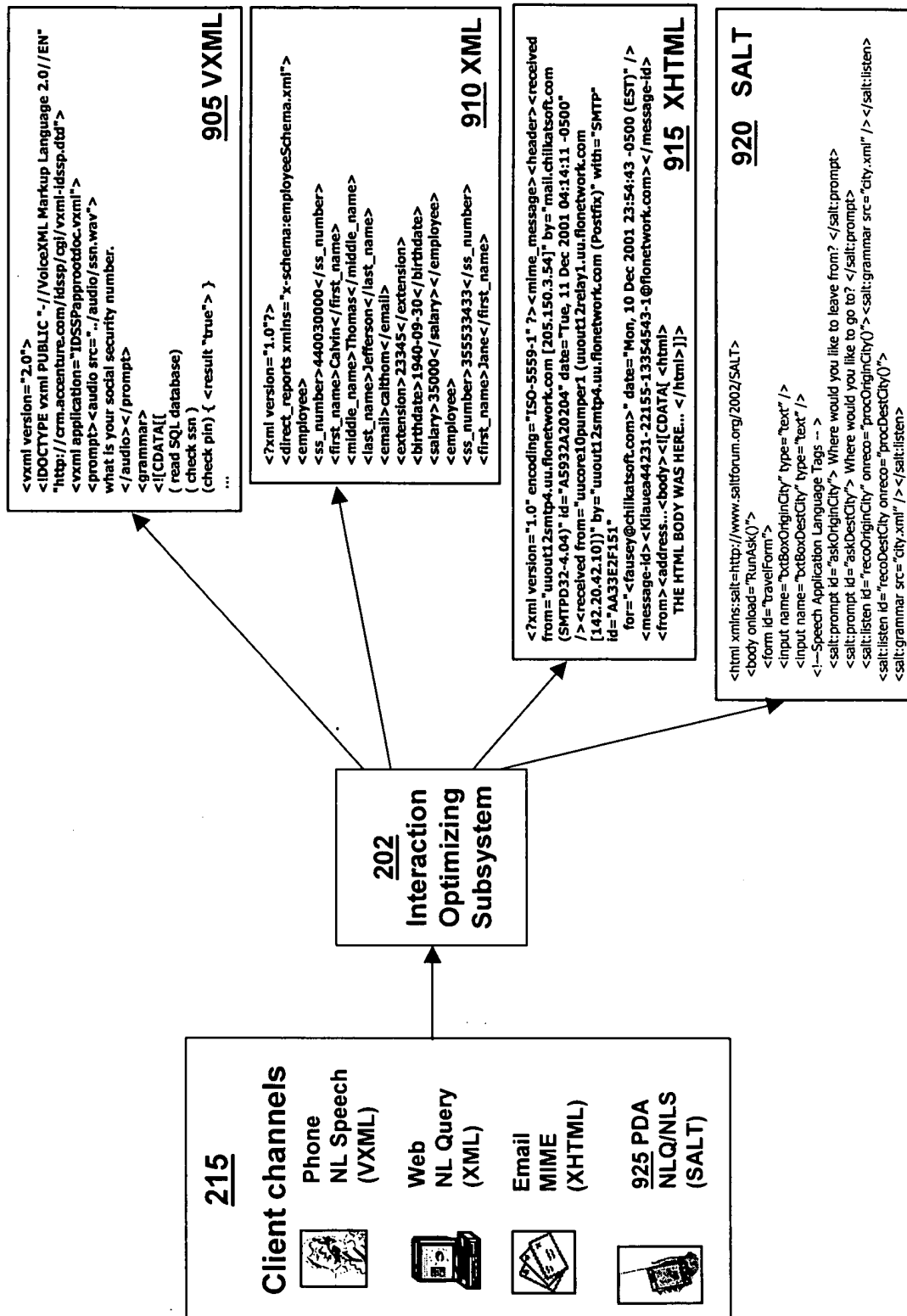


Figure 9 Example Channel-Specific Code Generation

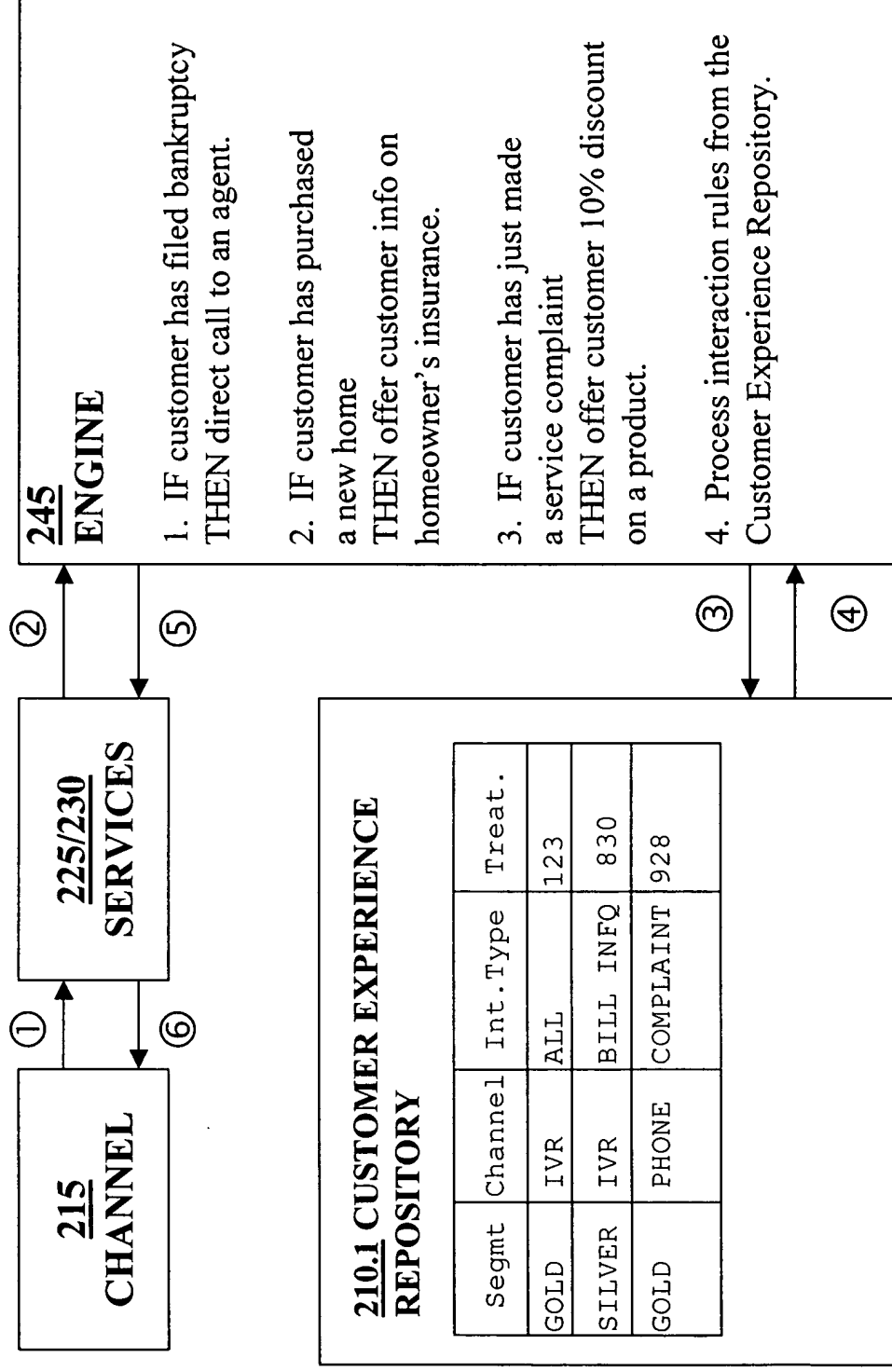


Figure 10